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#10B (12/29/02)

17207-00003
PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Samra et al. : Art Unit: 3623
Serial No.: 09/474,539 : Examiner: Andre D. Boyce
Filed: December 29, 1999 :
For: METHODS AND SYSTEMS :
FOR ANALYZING :
MARKETING CAMPAIGNS :
:

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Box AF
Hon. Commissioner for Patents
Washington, D.C. 20231

In response to the Office Action dated September 16, 2002 and made final, Applicants respectfully request entry and consideration of the following amendment:

IN THE CLAIMS

Please cancel Claim 12. ✓

Sub
C1
B1
1. (once amended) A method of analyzing the success of a marketing campaign by using a targeting engine, campaign results and an original campaign database, said method comprising the steps of:

embedding within the targeting engine a plurality of analytic models including marketing and risk models;

using the plurality of analytic models embedded within the targeting engine to derive a list of user defined dimensions for generating the marketing campaign, the user defined dimensions include marketing defined dimensions and risk defined dimensions;

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CERTIFICATE OF MAILING BY EXPRESS MAIL TO
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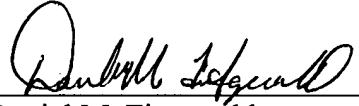
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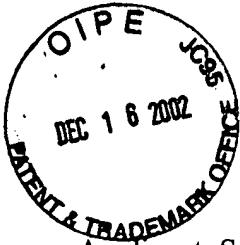
I certify that the documents listed below:

- Transmittal (3 pgs., in duplicate)
- Amendment in Response to Final Office Action dated September 16, 2002 (11 pgs.)
- Submission of Marked Up Claims (4 pgs.)
- Certificate of Mailing via Express Mail (1 pg.)
- Return post card

are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. §1.10 on the date indicated above in an envelope addressed to BOX AF, Commissioner for Patents, Washington, D.C. 20231.



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TRANSMITTAL

1. Transmitted herewith is:

Amendment in response to Final Office Action dated September 16, 2002; Submission
of Marked Up Claims; Certificate of Mailing by Express Mail

STATUS

2. Applicant

claims small entity status.



is other than a small entity.

CERTIFICATE OF MAILING/TRANSMISSION (37 C.F.R. 1.8a)

I hereby certify that this correspondence is, on the date shown below, being:

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Date: 12-16-02

FACSIMILE

transmitted by facsimile to the Patent and Trademark
Office

Daniel M. Fitzgerald

Daniel M. Fitzgerald
Registration No. 38,880

EXTENSION OF TERM

3. The proceedings herein are for a patent application and the provisions of 37 C.F.R. 1.136 apply.

(complete (a) or (b), as applicable)

(a) Applicant petitions for an extension of time under 37 C.F.R. 1.136
(Fees: 37 C.F.R. 1.17(a)-(d) for the total number of months checked below:)

Extension for response within:	Other than small entity Fee	Small entity Fee (if applicable)
first month	\$ 110.00	\$ 55.00
second month	\$ 400.00	\$ 200.00
third month	\$ 920.00	\$ 460.00
fourth month	\$1,440.00	\$ 720.00
fifth month	\$1,960.00	\$ 980.00

Fee: \$

If an additional extension of time is required, please consider this a petition therefor.

(Check and complete the next item, if applicable)

— An extension of _____ months has already been secured. The fee paid therefor \$_____ is deducted from the total fee due for the total months of extension now requested.

Extension fee due with this request \$ ____.

OR

(b) Applicant believes that no extension of term is required. However, this conditional petition is being made to provide for the possibility that applicant has inadvertently overlooked the need for a petition for extension of time.

FEE FOR CLAIMS

4. The fee for claims (37 C.F.R. 1.16(b)-(d)) has been calculated as shown below:

(Col. 1)		(Col. 2)		(Col. 3)		SMALL ENTITY		OTHER THAN SMALL ENTITY	
CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NO. PREVIOUSLY PAID FOR		PRESENT EXTRA		ADDITIONAL RATE FEE		ADDITIONAL RATE FEE	
						OR			
TOTAL INDEP.	24	MINUS	20	=4		x \$9 = \$		x \$18 = \$72.00	
	2	MINUS	3	=0		x \$42 = \$		x \$84 = \$	
<u> FIRST PRESENTATION OF MULTIPLE DEP. CLAIM</u>						+ \$130 = \$		+ \$280 = \$	
						TOTAL ADDITIONAL FEE \$	OR	TOTAL ADDITIONAL FEE \$72.00	

(a) No additional fee for Claims is required

OR

(b) ✓ Total additional fee for claims required \$ 72.00

FEE PAYMENT

5. Attached is a check in the sum of \$ _____

✓ Charge Deposit Account No. 01-2384 the sum of \$72.00
A duplicate of this transmittal is attached.

FEE DEFICIENCY

6. ✓ If any additional extension and/or fee is required, charge Deposit Account No. 01-2384.

AND/OR

✓ If any additional fee for claims is required, charge Deposit Account No. 01-2384.

7. Other:

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